

### *Technology Sells Space – continued from front page*

WiFi hotspots (also known as cyber cafés) are located throughout areas of the KEC’s one-million square foot facility to allow visitors to link to the wireless Internet for a minimal cost.

Even with good reviews and booming business, CCPI isn’t content with meeting customer expectations. They want to exceed them. With such lofty standards, they are always looking for new ways to stay ahead of the game. Future improvements to their huge infrastructure currently in place at the KEC include digital electronic maps (plasma screens that show what is going on and where), digital electronic signage for advertisements and

updates and internet kiosks (free standing systems for internet access). They are also looking to increase the number of hotspots throughout the facility and extend their services to all 400 indoor and outdoor acres of the KEC property.

Whether the technological needs are big, small, complex or simple, the Kentucky Exposition Center and Convention Communication Provisioners, Inc. are always working to ensure that the technical comforts of home and office are ready at a moment’s notice.

### **AT THE TICKET OFFICE: Tickets for the following are on sale now!**

#### **Adidas Derby Festival Basketball Classic**

Saturday, April 14 – Freedom Hall, 7 pm  
Tickets: \$16 – Reserved (lower level and upper level sides)  
\$11 – Reserved (upper level end zones)

#### **The Rowdy Frynds Tour with Lynyrd Skynyrd and Hank Williams, Jr.**

Friday, June 15 – Freedom Hall, 7 pm  
Tickets: \$62.50 – Reserved  
\$52.50 – Reserved  
\$39.50 – Reserved

#### **Martina McBride with Little Big Town**

Thursday, July 19 – Freedom Hall, 7:30 pm  
Tickets: \$50.75 – Reserved  
\$40.75 – Reserved

#### **Louisville Fire Arena Football**

Freedom Hall  
Game Dates: April 13\*, May 19, June 2 & 16, July 7, 14 & 28  
Tickets: \$44 – Reserved/front row  
\$24 – Reserved/lower arena and loge  
\$19 – Reserved/upper level sides, rows C-L  
\$17 – Reserved/upper level sides, rows M and up  
\$14 – Reserved/upper level end-zones  
\$10 – Reserved/upper level end-zones, upper rows

*\*All prices increase \$5 for April 13; Charlie Daniels will be in concert after the game.*

#### **Six Flags Kentucky Kingdom**

April: 6-15, 21-22, 28-29  
May: 4-6, 12-13, 19-20, 26-31  
June: Everyday  
Ticket info, call: (502) 366-2231 or (800) SCREAMS

#### **To order tickets:**

KEC Ticket Office (502) 367-5144  
Ticketmaster (502) 361-3100  
TDD (502) 367-5131

*All tickets subject to availability. All prices include a \$1 facility charge. Order tickets online and print them from your personal computer using ticketFast at www.ticketmaster.com.*

**ticketmaster** using **ticketFast**



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## Technology Sells Space

Wouldn’t it be nice to check e-mail, book a hotel and monitor a flight’s status without missing a minute of The World Series of Video Games, Senior Olympic Games or any other event hosted at the Kentucky Exposition Center (KEC)? That vision is now a reality thanks to the facility’s rapidly increasing technological resources.

With the world at anyone’s fingertips through the power of the Internet, the possibilities are endless for exhibitors and visitors to the KEC. Whether exhibitors need to create a Virtual Private Network (VPN) that links to their office’s computer network so customers can place orders while at a show, demonstrate websites for the products they are offering or simply check e-mail, the facility’s onsite telecommunication services provider, Convention Communication Provisioners, Inc. (CCPI) can have these amenities installed and ready for use before an event even starts. Besides offering variable bandwidths of Internet service, CCPI also provides KEC tenants and visitors unlimited access to Voice over Internet Protocol (VoIP), analog phones and hardware rental.

Quite simply, the technological amenities offered to show managers and exhibitors have been a major factor in attracting a substantial amount of business to the facility. In the past, trade show and entertainment-based events selected venues mostly based on their size and quality of space. In recent years, however, the most important factor in this selection process has been focused on the technology offered. Such an increase in demand has produced significant upgrades in KEC’s telecommunication services, and the results of those efforts are easy to identify, as nearly every show at the KEC utilizes these services.

Of the technical services offered at the facility, KEC Vice President of Sales and Marketing, Linda Edwards, said, “We rank in the top with the other facilities that are in first tier cities. I would put our technology up against any other building in this business,” she said. Edwards further explained that competition in the tradeshow industry is fierce and offering a wide range of technology to clients is “the standard, not the exception.” However, she went on to say that what sets the KEC apart from similar facilities offering similar services is the exceptional customer service CCPI provides each of its users.



Like many exhibitors who have used CCPI’s services while participating in a show at the KEC, Don Magary, President of Web Site Management and Publisher of RV News Magazine, couldn’t agree more with Edward’s comments. Magary was very pleased with the Internet service he received at his exhibit booth during the Recreation Vehicle Industry Association (RVIA) show.

“Not only was the service itself outstanding, the customer service was superior,” Magary observed. “When we did experience a minor glitch, their (CCPI) staff was there to take care of the problem within a few minutes. And then throughout the show, they came by on numerous occasions to make sure the service was performing to our expectations. It is this kind of attention and professionalism that takes the stress out of exhibiting.”

Internet-based capabilities are not restricted solely to exhibitors though. There are specific places where the public can take advantage of these resources, too.

*– continued on back page*

**Kentucky**  
UNBRIDLED SPIRIT



KNOW YOUR FACILITY:  
WHY THE KENTUCKY EXPOSITION CENTER IS RANKED AMONG THE NATION’S ELITE

To some it’s just a sign passed on the interstate or a name heard over and over on radio commercials, but to the Commonwealth and its citizens, the Kentucky Exposition Center (KEC) is a goldmine of entertainment, business and economic stability.

Day after day, crowds of people roll onto the property to experience just a slice of all that the facility has to offer, but the KEC’s overall value is impossible to comprehend in just one visit. Each show hosted at the facility brings its distinguishable style and unique needs to the forefront and effectively displays the KEC’s versatility. A little creativity has gone a long way in the almost-weekly transformation of this massive exposition center.

Recognized nationally as the sixth largest facility of its kind, the property’s 400-acres of indoor and outdoor flexible exhibit space attract nearly two-hundred events annually, and the seamless support offered by the experienced, top-notch staff helps keep the schedule full year after year. The KEC also continues to provide an increasing economic impact on the Commonwealth with the diverse capabilities of its two arenas and stadium that can accommodate over 73,000 visitors simultaneously, outdoor championship-size covered equestrian/



livestock arena, more than one million square feet of contiguous, climate-controlled indoor exhibit and meeting space and an additional 300-acres of outdoor exhibit and demonstration space.

The KEC’s operating agency, the Kentucky State Fair Board, also owns three massive shows that unfold annually on the grounds, but the facility is much more than just the home of the National Farm Machinery Show, Kentucky State Fair and North American International Livestock Exposition. The KEC is host to five of the nation’s top 25 largest trade shows, lured by the increasing class “A” exhibit space and abundance of low-cost parking. In addition, several entertainment-based events, from championship rodeos and smash-hit concerts to national ice skating competitions and world-class horse shows, also take shape on the property throughout the year. One unique aspect of the facility—and a major selling point—is that the KEC’s diverse space provides enough flexibility to bring all these activities alive simultaneously.

Thousands of people from across the nation and other countries, traveling by plane or automobile, realize that the KEC is one of the most accessible exposition centers in the country. The facility is within a days’ drive of more than half the nation’s population, and it can be reached by direct access from I-65 and I-264 and quick connects to I-64 and I-71. Less than 5 minutes from Louisville International Airport, the facility, which boasts 2,000 affordable hotel rooms on site and 5,000 more within a few minutes drive, couldn’t be more convenient.

The KEC does more than simply provide an avenue to entertain and educate, it also contributes heavily to the economic structure of the state. The property’s 2.7 million annual visitors account for a major portion of the Kentucky State Fair Board’s \$453 million annual economic impact for Louisville and the Commonwealth of Kentucky. That number is expected to increase dramatically in the near future as the completion of the East Wing reconstruction project this fall will increase the facility’s highly sought after class “A” exhibit space to a total of 680,000 square feet.

To learn more about all the reasons the Kentucky Exposition Center is ranked among the nation’s elite, watch for articles in upcoming issues of Front & Center that will help you get to “Know Your Facility” even better.

SALES & MARKETING REPORT

The Kentucky Exposition Center’s at-a-glance review of major conventions and trade shows signed in the last quarter.

GROUP	EVENT DATES	ESTIMATED ATTENDANCE	ANNUAL ECONOMIC IMPACT
National Houseboat Expo, LLC	March 2-4, 2007	4,500	\$1.8 million
Kentucky Classic Alpaca Show	March 31-April 1, 2007	1,600	\$1.1 million
59th and 60th Louisville Home, Garden and Remodeling Show	March 7-9, 2008 March 6-8, 2009	48,000	\$1.6 million
59th National Square Dance Convention	June 23-27, 2010	15,000	\$6.8 million

OLYMPIC-SIZED DREAMS  
COME ALIVE IN LOUISVILLE

Every child dreams of becoming an Olympic athlete, standing in the center of the winner’s podium and holding up his or her gold medal while soaking up the admiration of people from across the globe. From June 22 through July 7 this dream will finally come true for more than 12,000 senior athletes as they push their bodies to the limits and vie for that coveted gold medal in the **2007 Summer Senior Olympic Games** being held in several venues across the Louisville area, including the Kentucky Exposition Center.

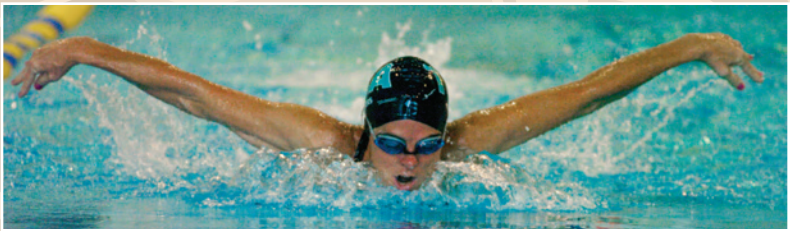


In addition to the large number of athletes visiting Kentucky to participate in the games, the event will also bring an anticipated 20,000 spectators to watch the largest multi-sport event in the world for seniors. With some of the nation’s finest senior athletes from all 50 states competing in more than 800 events, which include

everything from table tennis to a 10,000 meter road race, spectators will experience non-stop action during the competition’s 16-day run.

The central hub of activity and most of the athletic events will be held at the Kentucky Exposition Center, while additional events will be held at the University of Louisville, E.P. Tom Sawyer Park and Fort Knox’s Kilianski Sports Complex. As if the games are not enough excitement, an “athlete village” will be set up in the KEC where athletes and spectators can enjoy the live entertainment of comedians, bands, soloist and dancers each evening of the competition.

In 1987, the first national games were held in St. Louis to promote healthier lifestyles among seniors, and since then athlete participation has grown by over 400 percent. This year marks the first time in the biennial event’s 20-year history that it will be held in Kentucky. The economic impact exceeded \$30 million for the 2005 host city, and this year’s activities are anticipated to bring greater financial rewards to the Commonwealth.



Admission to the events is free; however, there is a \$5 charge for parking at the KEC. Three, five and 10-day parking passes can be purchased at reduced rates. For a complete schedule of events and more information on the games, visit [www.2007seniorgames.com](http://www.2007seniorgames.com).



SCHEDULE OF EVENTS

<b>APRIL</b>	
3/30-4/1	Kentucky Flea Market
3/30-4/1	AAA Travel and Marketplace Expo
3/31-4/1	Kentucky Classic Alpaca Show
4	Spring Food Show – ID Divison*
5-7	Kentucky National Dairy Show & Sale
12-14	23rd Annual NIRSA Collegiate Volleyball Sport Club Championship
13	Louisville Fire vs. Cincinnati Jungle Kats
14	Adidas Derby Festival Basketball Classic
16	UL All Sports Banquet*
20-22	US Quad Rugby Association National Championship
20-23	The Futurity-Alpaca Show & Sale
26	The Spring Louisville Auction (Heavy Equipment)
27	US Bank Derby Festival Rush Hour Balloon Race
27	US Bank Derby Festival Balloon Glow
28	US Bank Derby Festival Great Balloon Race
27-29	Kentucky Flea Market
27-29	Log Home & Timber Home Show
30	Stock Yards Bank Derby Festival Great Bed Race

<b>MAY</b>	
1	Republic Bank Derby Festival Float Preview Party
3	100 Black Men Derby Gala
5	Derby Day Parking
9-12	Bermese Mountain Dog Club National Show
11	University of Louisville Commencements
16-20	AOBA Annual Conference
19	Louisville Fire vs. Birmingham Steeldogs
19-20	AMHR Miniature Horse Show
25-28	Kentucky Flea Market
5/31-6/2	Wal-Mart Bass Fishing League All-American

<b>JUNE</b>	
1	Kentucky Board of Nursing Conference*
2	Louisville Fire vs. Green Bay Blizzard
8	National Archery in the Schools Tournament
8-10	Collectible Llamas Show
9-10	Kentucky Arabian Horse Show
9-10	The Great Eastern National Gun Day
9-13	National Junior Santa Gertrudis Heifer Show
15	The Rowdy Friends Tour – Hank Williams, Jr. & Lynyrd Skynyrd
15-17	Area III National AMHR/ASPC Show
16	Louisville Fire vs. Ft. Wayne
16	Louisville Feis
21-24	The World Series of Video Games
6/22-7/7	2007 Summer National Senior Games – The Senior Olympics
6/29-7/1	Kentucky Flea Market

\*Closed to the public  
THIS LIST IS SUBJECT TO CHANGE

For more information, contact:  
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P.O. Box 37130  
Louisville, KY 40233-7130

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[www.kyexpo.org](http://www.kyexpo.org)